



Ocean Literacy Working Group

Meeting Minutes

Date: 07/18/11

Start Time: 03:00

End Time: 04:30

Meeting Method: Conference Call – GoToMeeting online presentation sharing

Attendance: Liz Kumabe (Leader), Micki Ream, Patty Miller, Jean Souza, Jen Barrett, Judy Lemus, Becky Hommon, Linda Schubert, Yumi Yasutake, Cheryl Shintani, Liz Foote, Joe Paulin

■ ■ ■ ■ ■ ■ ■ ■

- Welcome and Roll Call
- Background:
 - The past couple of meetings, the group has talked about what education and outreach programs the sanctuary has done, and discussed comments from the community.
 - From these discussions and input from working group, a core group has worked to produce draft recommendations that the entire working group could use as a starting point. This is not a whole action plan, but basic topics, basic themes. This way, when the working group comes together, there is something to evaluate and bounce ideas off of. Does this method work for you? [Consensus yes] Within next two weeks, will have revised document to get your feedback on.
 - Want them to be doable and measurable
- Preliminary Recommendations Brainstorm

The core group looked at “Ocean Literacy” as a broader term, and drafted the following five areas:

 - Sanctuary identity and Communication: all the information that is given out by the sanctuary... on whales, ecosystem, sanctuary history. Information that needs to be communicated, many different methods to get out, many audiences
 - Create opportunities for Community Involvement: provide enrichment for public, also covers citizen science programs where public is out in the environment collecting information
 - Formal Education: increase awareness among formal educators about sanctuary resources, teacher workshops, NOAA curriculum
 - Incorporating the Native Hawaiian and Pacific Islands Cultures: programs should reach multiple backgrounds, diverse audience. There is overlap here between the Native Hawaiian working group
 - Expanding opportunities with partners: working together to create better products



Ocean Literacy Working Group

Meeting Minutes

- Discussion: Reactions/Comments
 - Maybe Native Hawaiian group is an overarching condition rather than stand alone. Perhaps it will be more productive if woven into programs rather than isolated
 - Working with partners in every one of these categories. Perhaps it also is a broader category similar to promoting diversity.
 - Don't see outreach to specific groups, boat groups? Please spell it out much clearer. Alternatively, include in second category because of the back and forth involvement with ocean learners, professions in this area, those intimately involved in these areas who might not agree with us, but we want to reach out to (or is this sanctuary identity and communication)
 - In terms of these ideas, and especially the broad topics, what we've listed seem to be things that are ongoing, or that the sanctuary is already doing. Is that the purpose of these recommendations? Or do we need to have more specific recommendations, or enhance these? We are doing quite a lot of these. Recommendations can be any combination of validating existing activities, enhancing things, and things under development.
 - Could accept these in general. The nature of our working group is very much overarching. Hoping that education and outreach going to be incorporated into all other thematic issues.
 - Create opportunities for Community Involvement could fold in OPACA and OAT, but needs to be a broader term, or add another category that's more specific to include outreach, visitor opportunities? Difficulty lies in defining visitors: could fit in community, but several different types of volunteering. If we reach out to commercial operators, want to have something they can share with their customers.
 - Should there be any ranking of the importance of these activities should decreasing resources limit the number frequency they are implemented? Developing the management plan, perceptions of what needs to be done, later on figure out costs and implement as we can. Take a look what needs to be done in future. At this time no ranking of priority is needed.
 - Should we list audiences it would be necessary to reach? Do we need to that? From the perspective of the enforcement working group, education is very important in order to avoid heavy handed enforcement by the promotion of voluntary compliance. Would advice against limiting audience. Identifying audiences can wait, but should be addressed.
 - Education everybody and anybody for now. Details can arise later.
 - Formal Education suggests a very specific audience. Perhaps broaden to become education, formal or informal. Talking to somebody at the beach is still education, in an informal setting. Also, there are some direct and indirect methods of education.
 - Another way to look at the different categories: level of involvement: The first is broad (large scale hits in a shallow way). Sanctuary identity is the value of the sanctuary. Who are we and what do we do. Strategy is something that is



Ocean Literacy Working Group

Meeting Minutes

more passive. Exhibits, websites, informational brochures, people can see this information, but might not be personally engaged. Formal education is becoming bit more in depth, using materials to teach; community involvement is more still, a personal engagement to the sanctuary

- Need to have recommendations pulled together by August 30th

Action Items:

- Revise recommendations based on conversation, send out for comments, discuss on next meeting.

Next meeting: 08/15/11 at 03:00 pm